

## POLITICAL MESSAGES APPROVAL FORM

Date Submitted:		
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### PART A: CSP and Sponsor Details

Content Service Provider ( CSP) details	
CSP Company Name	
Contact Person	
Contact No.	
Email Address	
Date	

Message Sponsor Details	
Organization Name	
Individuals Name	
Authorized Person	
Signature	
Number of Targeted customers	
Message Content:	

### PART B: Approval

For Safaricom use only	
HOD - Regulatory & Public Policy	
HOD - Products & services	

### NOTE:

1. Prior to sending of any proposed political message, Safaricom shall vet its content to ensure compliance with Safaricom guidelines on political messaging
2. Safaricom shall immediately suspend and/or terminate any CSP contract for sending any unauthorized political messages
3. Safaricom reserves the right to refuse the transition of a proposed political message over its network
4. CSPs SHALL NOT send unsolicited Political Messages to customers who have not subscribed for the service. CSPs shall ensure that all recipients of Political Messages have opted into the service by SMS registration and will provide evidence of this to Safaricom when required.

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5. Safaricom shall immediately terminate any CSP contract for any unauthorized use or sale of existing customer databases for purposes of sending out Political Messages, Poll Tracking and lobby activities.
6. The Message provided must include the Name of the Sponsor in the body of the message.
7. This Form and Guidelines are part of the Content Provision (CSP) Agreement

## **GUIDELINES**

### **1. Process**

- 1.1. CSPs intending to send Political Messages shall make an application to Safaricom at least forty- eight (48) hours before sending the message. The application shall include as a minimum the following information:-
  - ✓ The verbatim content of the Political Message;
  - ✓ A signed Authorization Letter from the Political Party or individual sponsoring the Political Message in such form as shall be prescribed by Safaricom;
  - ✓ certified copies of registration documentation of Political Party or identification documentation of the individual, whichever is applicable;
  - ✓ Intended timing of the Political Message.
- 1.2. Prior to sending of any proposed Political Message, Safaricom shall vet its content to Ensure compliance with these Guidelines. Safaricom will notify the applicants of its Decision within eighteen (18) hours of submission of the request.
- 1.3. Safaricom reserves the right to refuse the transmission of a proposed Political Message Over Its network.

### **2. Content**

- 2.1. No Political Messages shall be sent out through the Safaricom network in the name of Safaricom or bearing any of Safaricom' s logos or slogans or otherwise appearing to be associated to Safaricom.
- 2.2. Political Messages must bear the name of the Political Party or individual disseminating the Political Messages.
- 2.3. Political Messages shall not contain offensive, abusive, obscene or profane language.
- 2.4. Political Messages shall not contain inciting or discriminatory language that may or is intended to expose an individual or group of individuals to hatred, hostility or ridicule on the basis of ethnicity, tribe, race, colour, religion, gender or otherwise.
- 2.5. Political Messages shall focus on Party manifestos and shall not dwell on unnecessary attacks on individual persons, their families, their tribe or their associations.
- 2.6. Political Messages shall be in the English or Kiswahili languages only.

### **3. Timing**

- 3.1. Approved Political Messages shall be only sent out between 0800 hrs and 1800 hrs.
- 3.2. CSPs shall comply with the law as regards political campaign periods.

### **4. Unsolicited Messages**

- 4.1. CSPs SHALL NOT send unsolicited Political Messages to customers who have not subscribed the service. CSPs shall ensure that all recipients of Political Messages have opted into the service by SMS registration. Such opt in will require the express consent of the recipients and opt-out procedures must be clearly notified to customers.
- 4.2. CSPs must produce evidence of such consent immediately upon request by Safaricom or any other concerned governmental body or regulator.
- 4.3. CSPs shall strictly adhere to the law regarding the use of customer databases howsoever acquired.

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4.4. Safaricom shall immediately terminate any CSPs contract for any unauthorized use, sharing or sale of existing customer databases for purposes of sending out Political Messages, Poll Tracking and lobby activities.

**5. Adherence to the Law and Guidelines**

5.1 CSPs shall take legal responsibility for the content of Political Messages and shall fully Indemnify and keep indemnified Safaricom against any claims that may arise out of those Political Messages.

5.2 CSPs shall strictly adhere to the laws, regulations and guidelines relating to elections and Political activities which include the Constitution, Elections Act, Independent Electoral Commission and Boundaries Act, National Cohesion & Integration Act.

5.3. Failure to comply with any of these Guidelines shall entitle Safaricom to suspend or terminate the CSPs interoperability Agreement with Safaricom.

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